

Soft Drinks in Guatemala

Market Direction | 2025-01-14 | 76 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

Although 2024 was a year of lower inflationary pressure for the Guatemalan economy compared to the previous two years, the inflation rate was still higher than economic growth. According to estimates from the Bank of Guatemala (Banguat), GDP was projected to grow by around 3.7%, whilst inflation was estimated to be close to 4.2% in 2024. In addition to rising living costs, Guatemala continues to face the challenge of high poverty rates. According to the World Bank's Overview of Guatemala report,...

Euromonitor International's Soft Drinks in Guatemala report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Soft Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Soft Drinks in Guatemala
Euromonitor International
January 2025

List Of Contents And Tables

SOFT DRINKS IN GUATEMALA

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 15 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 16 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 17 □NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 18 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 19 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 20 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 21 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 22 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 23 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 24 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 25 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 26 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 27 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 28 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 29 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 30 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 31 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 32 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN GUATEMALA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic context influences purchasing behaviour, with larger formats increasingly popular

Leading cola carbonate brands demonstrate resilience despite the rising cost of living

Value brands focus on non-cola carbonates

PROSPECTS AND OPPORTUNITIES

Shift to reduced sugar options

Rising interest in tonic water and mixers, following global consumption trends

Main carbonates players set to prioritise sustainability

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 37 Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 38 Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 41 Sales of Carbonates by Total Fountain On-trade: Volume 2019-2024

Table 42 ☐Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2019-2024

Table 43 ☐NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 44 ☐LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 45 ☐NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 46 ☐LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 47 ☐Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 48 ☐Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 49 ☐Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 50 ☐Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 51 ☐Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2024-2029

Table 52 ☐Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2024-2029

JUICE IN GUATEMALA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Juice losing ground to thirst-quenching sports drinks and RTD tea

Returnability and circular economy arrives in juices

Juice's immunity claims losing strength with the rising cost of living

PROSPECTS AND OPPORTUNITIES

Juice faces increasing competition from other drinks categories

'Healthy' aloe vera waters to gain further ground

Opportunity for small emerging brands with local ingredients

CATEGORY DATA

Table 53 Off-trade Sales of Juice by Category: Volume 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 54 Off-trade Sales of Juice by Category: Value 2019-2024

Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024

Table 56 Off-trade Sales of Juice by Category: % Value Growth 2019-2024

Table 57 NBO Company Shares of Off-trade Juice: % Volume 2020-2024

Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024

Table 59 NBO Company Shares of Off-trade Juice: % Value 2020-2024

Table 60 LBN Brand Shares of Off-trade Juice: % Value 2021-2024

Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029

Table 62 □Forecast Off-trade Sales of Juice by Category: Value 2024-2029

Table 63 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029

Table 64 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

BOTTLED WATER IN GUATEMALA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong demand for bottled water due to limited availability of safe drinking water

High price sensitivity and weak brand loyalty

Global brands target specific consumer segments

PROSPECTS AND OPPORTUNITIES

Improvements in the distribution of drinking water could reduce bottled water demand

Opportunity for functional bottled water

Flavoured waters positioned as a healthier soft drinks option

CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2019-2024

Table 66 Off-trade Sales of Bottled Water by Category: Value 2019-2024

Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024

Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024

Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024

Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024

Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024

Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024

Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029

Table 74 □Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029

Table 75 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029

Table 76 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

SPORTS DRINKS IN GUATEMALA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports drinks continue their strong performance in 2024

Expansion of sports drinks options across various price points

Leading brands promote the effectiveness of their formulas

PROSPECTS AND OPPORTUNITIES

Rising temperatures to drive demand for sports drinks

Value brands will attract new consumers

Entry of niche products with natural ingredients

CATEGORY DATA

Table 77 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 78 Off-trade Sales of Sports Drinks: Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024
Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024
Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024
Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024
Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024
Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024
Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029
Table 86 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029
Table 87 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029
Table 88 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

ENERGY DRINKS IN GUATEMALA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functionality is the main driver of demand for energy drinks

Premium brands gain momentum

Rising availability of energy drinks with ?zero? claim

PROSPECTS AND OPPORTUNITIES

Players to offer multiple size options to maintain demand amongst different socioeconomic groups

Healthier options to appeal to a growing niche of health-conscious consumers

Alternative products threaten growth of energy drinks

CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2019-2024
Table 90 Off-trade Sales of Energy Drinks: Value 2019-2024
Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024
Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024
Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024
Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024
Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024
Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024
Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029
Table 98 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029
Table 99 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029
Table 100 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

CONCENTRATES IN GUATEMALA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Waning demand for powder concentrates despite their low price

Liquid concentrates target local tastes

Nestle's Yus maintains its lead of powder concentrates

PROSPECTS AND OPPORTUNITIES

Powder concentrates must be reinvented with innovative formulas and health claims to boost demand

Expanding consumption occasions

Packaging innovation to simplify the preparation process

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 102 Off-trade Sales of Concentrates by Category: Value 2019-2024
 Table 103 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024
 Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024
 Table 105 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2020-2024
 Table 106 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024
 Table 107 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024
 Table 108 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024
 Table 109 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024
 Table 110 □LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024
 Table 111 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024
 Table 112 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024
 Table 113 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029
 Table 114 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029
 Table 115 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029
 Table 116 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

RTD TEA IN GUATEMALA

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD tea appeals to younger generations of Guatemalans
 RTD teas strengthen their position as an alternative to juices
 Expansion of reduced sugar options

PROSPECTS AND OPPORTUNITIES

Digestive health concerns and the emergence of kombucha
 RTD tea for children holds promising potential
 Room for premium brands with differentiated claims

CATEGORY DATA

Table 117 Off-trade Sales of RTD Tea by Category: Volume 2019-2024
 Table 118 Off-trade Sales of RTD Tea by Category: Value 2019-2024
 Table 119 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024
 Table 120 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024
 Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024
 Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024
 Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024
 Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024
 Table 125 Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029
 Table 126 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029
 Table 127 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029
 Table 128 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

RTD COFFEE IN GUATEMALA

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD coffee impacted by the strong cultural preference for hot coffee
 Limited product offer in the retail channel
 Broad presence of coffee shops limits development of RTD coffee

PROSPECTS AND OPPORTUNITIES

Local brands seek to carve out a space in RTD coffee
 Cold brew is an expanding niche concept

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Introduction of products with functional properties and nutritional benefits

CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 130 Off-trade Sales of RTD Coffee: Value 2019-2024

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 138 □Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 139 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 140 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Soft Drinks in Guatemala

Market Direction | 2025-01-14 | 76 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com